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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/618,809	07/18/2000	Robert Brookes	1520A1	8005
24959	7590	05/24/2004	EXAMINER	
PPG INDUSTRIES INC			SHAFFER, ERIC T	
INTELLECTUAL PROPERTY DEPT			ART UNIT	PAPER NUMBER
ONE PPG PLACE				
PITTSBURGH, PA 15272			3623	

DATE MAILED: 05/24/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Advisory Action	Application No.	Applicant(s)
	09/618,809	BROOKES ET AL.
	Examiner	Art Unit
	Eric T. Shaffer	3623

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 12 April 2004 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. Therefore, further action by the applicant is required to avoid abandonment of this application. A proper reply to a final rejection under 37 CFR 1.113 may only be either: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114.

PERIOD FOR REPLY [check either a) or b])

a) The period for reply expires ____ months from the mailing date of the final rejection.
 b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.
 ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

1. A Notice of Appeal was filed on _____. Appellant's Brief must be filed within the period set forth in 37 CFR 1.192(a), or any extension thereof (37 CFR 1.191(d)), to avoid dismissal of the appeal.
 2. The proposed amendment(s) will not be entered because:
 (a) they raise new issues that would require further consideration and/or search (see NOTE below);
 (b) they raise the issue of new matter (see Note below);
 (c) they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
 (d) they present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: ____.

3. Applicant's reply has overcome the following rejection(s): _____.
 4. Newly proposed or amended claim(s) ____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
 5. The a) affidavit, b) exhibit, or c) request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.
 6. The affidavit or exhibit will NOT be considered because it is not directed SOLELY to issues which were newly raised by the Examiner in the final rejection.
 7. For purposes of Appeal, the proposed amendment(s) a) will not be entered or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____.
 Claim(s) objected to: _____.
 Claim(s) rejected: 47-52.
 Claim(s) withdrawn from consideration: _____.
 8. The drawing correction filed on ____ is a) approved or b) disapproved by the Examiner.
 9. Note the attached Information Disclosure Statement(s) (PTO-1449) Paper No(s). _____.
 10. Other: _____.

 TARIQ R. HAFIZ
 SUPERVISORY PATENT EXAMINER
 TECHNOLOGY CENTER 3700

Applicant argues that the rejection under 35 U.S.C. 101 is not valid because the invention produces a useful, concrete and tangible result. However, the rejection presented by the examiner is based on the applicant's failure to claim any technology in the claim language of the body of the claims. Furthermore, in the applicants discussion of the State Street decision, the applicant fails to note that the invention in said case claimed an apparatus, which is a technological device.

Applicant claims that the Siegrist reference does not teach a market management system that features a dynamic marketplace that matches the needs of customers, paying organizations and service providers. However, the applicant claim language does not disclose these features. The applicant's language merely lists a group of features such as generating service needs lists, a list of service providers, or ranking of service providers. The applicant does not claim any of the features listed above that would in some way link the customers, paying organizations and service providers in a way that could be considered a dynamic marketplace.

Applicant argues that the Siegrist and Borghesi inventions have no basis for combination. However, both devices do teach facilitation of customers with specific needs who are searching for service providers who will most optimally satisfy said needs. Both inventions provide for accessing the needs and finding one or many service providers capable of solving the customer's individual problem at a reasonable price.

Applicant argues that Borghesi does not deal with the market coordination recited in the claims. However, it is not clear that any market coordination means or apparatus has been recited in the body of the claims.

Applicant argues that it is not necessary to recite specifically what constitutes a supplemental inducement, since such supplemental inducements as discounts, price, reductions, and free offers are established in the applicant's specifications. However, there is no mention of discounts, price, reductions, and free offers in the body of the claim language, which is the basis for a patent and what the references of Siegrist and Borghesi teach.